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WEEKLY FILM REVIEW

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Presented by
Richard A. Rowland

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A First National Picture

Entered as second-class matter, August 25, 1928, at the Post Office at Atlanta, Ga., under the act of March 3, 1879. Published weekly at 210 Haas-Howell Building, Atlanta. Subscription $2.00 a year

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ANNA AIKEN PATTERSON, Publisher

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From Now Till Christmas

By ANNA AIKEN PATTERSON

THANKSGIVING has come and gone, and with it has gone the last big theater holiday until Christmas. Business generally was good throughout the section this week; Thursday's grosses reached a high level and today promises to close a week well above normal.

Monday will initiate a four-week period that is the despair of showmen. Matinee business will begin to suffer, because Christmas shopping will be the order of the day until December 25. Women, girls and children make up the majority of matinee audiences—and no theater can compete with department stores when the Christmas shopping fever seizes its victims.

Grosses will drop during the next four weeks; it is doubtful whether the best showmen can win out against the stores. No showman of spirit will yield without a struggle, but past experience has taught most theater managers the futility of risking too much money in the vain effort to divert the public mind from the one subject that claims first place between Thanksgiving and Christmas. Pre-holiday shopping gets its inning, and that means a falling off in box-office receipts.

Theater managers will do their utmost to maintain a normal level, but the temporary loss of patronage is inevitable. Wherefore, it behooves the showman to adjust his operation to meet the situation. If he cannot increase grosses, then he will try to curtail expenses. He will scan operation costs and eliminate expense wherever such elimination does not impair efficiency.

That does not mean that operation will be cheap. Miserly methods are never admirable, and the public senses and resents the inclination to cheapen. But it does mean that theater managers will watch their step carefully and avoid any unnecessary outlay of money during this period when income is sure to be lessened. It is a matter of adjustment; and business judgment dictates a downward adjustment.

Theaters that are geared high because of the added expense of synchronized pictures will probably face the hardest problem in this downward adjustment. Synchronized pictures represent a larger rental and, for the most part, they have drawn correspondingly larger grosses. Talking pictures call for even larger rentals than those with a straight synchronized score. The talking pictures struck a popular note and served to increase box-office grosses.

It follows that theaters where talking pictures have been established successfully have increased grosses under that policy, and box-office gains have resulted in producing a somewhat disproportionate idea of a "normal gross." Let it be said that the big money taken by the first of the all-talking pictures, when those attractions had no competition of similar character, can scarcely be accepted as "normal."

The arrival of direct competition is changing the complexion of things and changing it rapidly. But theater managers who reaped rich box-office harvests through their own enterprise, by getting ahead of the parade of talking pictures, have learned to think in terms of very big grosses. And they have geared their operations accordingly. They could afford relatively larger expenditures when the box-office brought big returns.

It remains to be seen what these same exhibitors will do when business drops off. And attendance does fall off appreciably during December. They dare not "cheapen" their show; and they know the futility of expecting that any program can divert Christmas shoppers from Christmas shopping. They try to find a sane medium ground—that is, to give a good show without incurring one item of expense that is not indicated by good judgment.

Exhibitors have been scored—and unjustly—at times for "quitting." They have been told that receipts fall off simply because they stopped fighting to build receipts. People who know the show business can not blame the exhibitor when pre-holiday Christmas shopping robs him of his patrons. They could very justly criticise him if he "cheapened" his theater, but they can only commend him if, in order to reduce possible losses, he adjusts operation to meet the condition that obtains from now until Christmas.

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City of Birmingham May Run Sunday Movies

Park Board Appropriates $2,000 For Staging Regular Sabbath Shows at Auditorium; Plan Would Hit Picture Houses, Prevented By Law From Operating Sundays

BIRMINGHAM, ALA.—According to a news story appearing in The Birmingham Post of Wednesday, the City of Birmingham is likely to go into the business of showing motion pictures on Sunday. While it is true that tentative plans contemplate that the entertainment, which would be provided by the municipality, would be free to the public, it is contended by some that the project would be to the grave disadvantage of the motion picture theaters here which are prevented by the anti-Sunday movie ordinance from keeping open on Sunday.

Would Hit Regular Movie Houses

In other words, free Sunday shows presented by the municipality would certainly draw a tremendous business away from the theaters which can only operate on week days. These theaters pay taxes, business licenses and are, it is claimed, entitled to protection in the conduct of their business.

When the comparatively recent election was held here to determine the public feeling on the question of Sunday movies, the church element was very active in opposition to the movement and the result of the voting indicated that the citizens did not want shows on the Sabbath.

What the feeling will be, now that the city is actually planning to present moving pictures on Sunday at the Auditorium, which is a city owned institution, remains to be seen. One of the main arguments entered against a repeal of the anti-Sunday movie ordinance was that Sunday shows would be a desecration of the day. While, of course, the fact that admissions would be charged did enter into the opposition's contentions, the other argument was stressed at great length.

$2,000 Is Appropriated by Board

Announcement of plans for city operation of Sunday shows, as reported in The Birmingham Post, is as follows:

"Birmingham will have Sunday movies soon, if a ruling by City Attorney W. J. Wynn is favorable to plans of the Birmingham Park and Recreation Board, it was announced Wednesday following a meeting of the board.

"Plans for showing pictures at the municipal auditorium on Sundays was discussed by members of the board and, on a motion made by Commission President J. M. Jones, Jr., $2,000 was appropriated for staging regular Sunday programs at the auditorium. The program would include musical presentations, movies 'of high type' and other entertaining features, free of charge to the public.

"Mrs. Charles J. Sharp, chairman of the film arts committee of the board, was placed in charge of the work of arranging the programs and will appoint committees to aid her.

City Attorney Is Asked For Ruling

"City Attorney Wynn will be asked to rule on the matter as soon as possible, officials of the board said. The possibility of the plans conflicting with the city's anti-Sunday movies ordinance was discussed at the meeting. However, it was believed by members that in view of the fact that the presentations would be free of charge, the law would not affect municipal Sunday movies.

"Mrs. Sharp said that pictures of high type such as 'King of Kings,' 'Ben Hur' and 'Wings' will be shown if the plans are approved.

"In addition to movies, the city is planning to present musical concerts, pageants, plays and other features on Sundays."

DeWess & Katz Take Over Operation of Capitol Theater at Montgomery, Ala.

The Capitol Theater at Montgomery, Ala., has been taken over by DeWess & Katz, according to information received on Film Row this week. The Capitol was operated for several years by Joe Wheeler.

C. H. Graves Operates Grand at Cedartown, Ga., With Joe Wheeler As Manager

Cedartown, Ga.—The Grand Theater here has been taken over by C. H. Graves, who is now operating it. Joe Wheeler, who formerly ran it and also the Capitol at Montgomery, Ala., is manager. The Grand was damaged by fire some months ago and had not been operated until recently.

Franklin Theater at Fort Valley, Ga., Is Taken Over By Joe Stonaris

Ft. Valley, Ga.—The Franklin Theater here has been taken over by Joe Stonaris, who formerly operated several houses in Florida. This house was, for several years, operated by Walter Brandenburg, who disposed of his interest to A. H. McCarty, who, in turn, sold to Mr. Stonaris.

Vitaphone Scores Hit at Its Debut in Clarksdale, Miss., at Marion Theater

Clarksdale, Miss.—Vitaphone made its debut at the Marion Theater, Saenger house, Thursday of last week and scored an unmistakable hit. From the opening hour Thursday morning at 10 o'clock to late that night, the house was crowded with people, but for the later afternoon and evening performances never has such a concourse of people thronged the local playhouse. They formed a waiting line, four abreast, from the rotunda of the theater, extending a quarter of a block in each direction, all eager to be among the first to see and hear the initial presentation of Vitaphone in Clarksdale.

"Glorious Betsy" was the opening feature and with it were shown several interesting Vitaphone presentations. Manager E. R. Medd, of the Marion, announced that "The Jazz Singer," "Tenderloin" and "The Lion and the Mouse" would be other sound pictures to be shown soon at the theater.

Blazing Film Causes Damage at the Odeon Theater in Birmingham, Ala.

Birmingham, Ala.—Damage estimated at several hundred dollars was done by a fire at the Odeon Theater on Second Avenue early Wednesday afternoon.

The film was ignited and flames damaged the operating room. Other damage was done by smoke. J. B. Amberson, projectionist, suffered burns about the hands and arms when he attempted to extinguish the blaze.

Approximately 100 people were in the theater at the time, but passed out in an orderly manner. Downtown fire companies responded.

Mother of District Manager Williams of Universal Dies in Paris, Tex.

Friends of R. B. Williams, district manager of Universal, with headquarters in Atlanta, will regret to learn of the death of his mother, Mrs. E. D. Neal, which occurred Friday at her home in Paris, Texas. Apprised of his mother's serious condition, Mr. Williams left Wednesday for the Texas city. He will remain there until after the funeral which will be held Sunday.

Lenehan and Griffith Form Company For Distribution of Reeltone in Southeast

Charlotte, N. C.—W. F. Lenehan and Walter Griffith have organized the Reeltone Corporation of the Southeast for the purpose of handling Reeltone, a device for the reproduction of music and voice. Reeltone is sponsored by the Security Loan & Trust Company of Baltimore, who, it is said, have expended $638,000 to bring this device to the point of perfection that it has finally reached after eight years of research.

Installation of one of the machines is to be made immediately in the Bijou Theater in Wilmington, N. C., which is operated by Percy Wells, a pioneer in the exhibiting fields in the South. Many other installations are pending, it is announced. Another installation is announced for Charles Picquet's Colonial Theater at Pinehurst, N. C.

Reeltone is installed complete in houses with seating capacity up to 1,000 for approximately $1,600, it is said, installations being made in the order in which applications are received.

Mr. Lenehan was formerly connected with the Pathe exchange and Mr. Griffith, who is operating the Griffith Delivery Service here at present, has arranged to turn the operation of this company over to Mrs. Walter Griffith in order that he may devote his entire time to his duties with the new corporation.

Stage Favorite Has Role in Pathe's All-Dialogue Feature, "The Missing Man"

New York.—Lee Patrick, featured in many Broadway successes, now is working in the leading feminine role of "The Missing Man," Pathe's first all-dialogue Photophone attraction being directed by Benjamin Glazer, production manager of the sound division, at the Culver City studios.

Cueing Service Is Operated Here

Among the few cueing services which are now functioning at present is the Q-Service, 988 Rupley Drive, Atlanta, which is operated by Nelle Pilcher, (Mrs. U. T. Koch). This service was originated during December of last year and, according to announcement, over 1,500 pictures are now available to exhibitors, cued according to the service's standard list of 300 records. Cues are obtainable on leasing rental of $1.00 each per cue, the service being handled on a weekly basis.

Chester Franklin to Direct for Tiffany-Stahl

New York.—Chester Frinklin has been engaged by Tiffany-Stahl to direct Ricardo Cortez in a picture tentatively called "Life" from a story being written by Frances Guihan.

Ex-Newspaper Men Flock to City Room Set at Fox Studios

New York.—Fox is making a newspaper story under the title of "Scarhead," directed by Fred Newmeyer, written by J. Clarkson Miller and supervised by Luther Reed—all seasoned newspapermen. They thought they represented quite a goodly proportion of journalistic talent on the Fox lot, but their activities have brought graduates from Park Row and other printing press hotbeds swarming from all sorts of nooks and corners. Everyone, from the highest down, who had any connection with the profession of scribblers has been unable to resist the temptation to foregather on the newspaper office set of "Scarehead" and swap reminiscences. Take a look at this list:

Winfield Sheehan, vice president and general manager of Fox Films; Malcolm Stuart Boylan, editorial supervisor and head title writer; Chandler Sprague, scenario editor; Freddie Schader, Archie Buchanan, Ed Walton, Douglas Z Doty, Raymond Cannon, Jimmy Gruen, F. D. Langton, Seton Miller, James K. McGuinness, H. Keith Weeks, D. G. Tomlinson, Eugene Walter, Paul Gerard Smith, Arthur Caesar, Marion Spitzer, Virginia Carneal, F. H. Brennan, Edmund Joseph, Marcel Silver, Benny Markson, Harry Brand, Charles Condon and the entire publicity staff.

"Where East is East" New Chaney Starring Film For M-G-M

New York.—"Where East is East," a melodramatic story of the Malay Peninsula, will be Lon Chaney's new starring vehicle for Metro-Goldwyn-Mayer, following "West of Zanzibar." In the new film Chaney will have the part of a peculiar character of the wilds who captures wild beasts for circus use in the wilderness east of India.

Tod Browning, director, and Waldemar Young, scenarist, the combination responsible for "The Unholy Three," "The Blackbird," "The Road to Mandalay" and other Chaney pictures, will again work with the star in this film, which will be based on an original story by Browning.

"Sound Your A" Finished

New York.—"Sound Your A," an all-talking Fox Movietone comedy short, with Arthur Stone, Marjorie Beebe and George Bickel, has just been completed under direction of Henry Lehrman.

Carl Cope, who operates the Colonial Theater at Buford, Ga., visited Film Row during the week.

Pictured above are scenes from "West of Zanzibar," Lon Chaney's latest starring vehicle for Metro-Goldwyn-Mayer, which comes to Loew's Capitol next week. In it, Chaney plays the part of a former stage magician who, paralyzed in a fight with the man who stole his wife's love, follows his enemy into the Dark Continent, using his magic to terrorize and rule savages and to wreak terrible revenge. The picture was directed by Tod Browning and in the supporting cast are Lionel Barrymore, Mary Nolan and Warner Baxter.

Film Censorship Convention Ends in Row

Representatives of Five Powerful Woman's Organizations Withdraw From Federal Council Session in Protest Against Policy of Government Supervision of Pictures.

WASHINGTON.—Although it has gone on record as being in favor of government supervision of motion pictures and as declaring that the cinema has grown worse morally, the Federal Motion Picture Council, in session here this week, did not have an altogether harmonious meeting, as representatives of five women's organizations walked out of the meeting, before the resolutions were passed, in protest against the stand taken by the council.

Club Representatives Withdraw as Protest

The representatives withdrawing were those of the General Federation of Women's Clubs, the Daughters of the American Revolution, the League of American Penwomen, the American Federation of Industrial Women and the National Catholic Alumnae. They left the final executive session of the convention Tuesday night when they were denied the right by council officials of supporting their stand of opposition.

The council, at the final executive session, agreed to sponsor a meeting to formulate a legislative program to provide federal supervision of pictures.

It was indicated early Tuesday that the session would not be entirely harmonious when Mrs. Charles T. Owens, of Norristown, Pa., the better films chairman of the Daughters of the American Revolution, said she understood that a speaker, the Rev. W. M. McLeod, of Pinehurst, N. C., at a meeting the previous evening, had been informed he could not have the floor unless he supported the council's policy.

Canon Chase Tells Why He Made Rule

To this, Canon William Sheafe Chase, of New York, general secretary of the council, replied that time limitation had compelled him to make this rule.

"I understood that the Rev. McLeod was a paid lecturer of Will Hays," he stated. "I don't know, of course, but I do know that he was not invited."

Before Mrs. Owens was granted the floor to speak, she had been requested by Mr. Chase to show her delegate card.

Mrs. Owens declared that her organization did not support proposed legislation that would establish government supervision, addind: "This is a form of bureaucracy which the Daughters have been on record as opposing."

Mrs. David Ross, of the Indiana State Council for Women, defended Mr. Hayes, who is head of the Motion Picture Producers and Distributors of America, declaring that he and his organization deserved the support of all who were seeking to clean up motion pictures.

What was interpreted as a criticism of the council, was voiced during the forum discussion by Mrs. Harriet H. Locher, General Federation of Women's Clubs, when she said that her organization had spent six years in exhibiting selected movies for children and added: "Your organzation has been in existence for five years and has done nothing. Two years ago you refused to let me speak at this meeting."

There were discussions during the day of the effect of certain types of motion pictures, it being asserted the cinema might in some instances cause juvenile delinquency, crime among older persons and might also be a cause of war.

Speak in Favor of Federal Censorship

Huston Thompson, a former member of the Federal Trade Commission, said that irritating nationals of other countries by motion pictures constituted "a very grave cause for war," and proposed a treaty to deal with the international aspects of motion pictures to be shown abroad.

Among those favoring federal censorship was Miss Maud Aldrich, of the W. C. T. U. of Oregon, who asserted that it was the best thing done thus far in the cause of wholesome pictures. Professor Harmon B. Stephens, of the University of Tennessee, told of the harmful effects of what he termed "immoral motion pictures."

"Motion pictures appeal to the mentally immature," he said, and because of that they have a great duty to perform."

Raquel Torres to Have Part of Pepita in "Bridge of San Luis Rey"

New York.—Raquel Torres, who was discovered among the Hollywood extras and given the feminine lead in "White Shadows in the South Seas," scored such a success in this role that she has been awarded one of the most important assignments of the new season. The eighteen-year old Mexican girl will have the part of Pepita in Metro-Goldwyn-Mayer forthcoming production of Thornton Wilder's Pulitzer Prize novel, "The Bridge of San Luis Rey."

Charles Brabin, who made "Driven" and other notable films, will direct the new picture, and other selections for the cast are to be announced shortly.

Sign Conway Tearle For Talking Picture

New York—Tiffany-Stahl announce that they have signed Conway Tearle, well known screen and stage star, for one of their special talking pictures, the name of which will be announced shortly.

Real "Talking" Cast Is Assembled For First National's "Children of the Ritz"

Burbank, Calif.—With the signing of Lee Moran, noted stage and screen comedian, to play an important supporting role in "Children of the Ritz," First National has assembled one of its most effective "talking" casts to date.

Jack Mulhall and Dorothy Mackaill are co-featured in the picture. Both come from the legitimate stage. James Ford, former musical-comedy song-and-dance man, and one of the screen's newest and most promising juveniles, brings another singing and dramatic voice of rare quality to the screen. Kathryn McGuire and Doris Dawson, also principals of the supporting cast, are beauties said to possess voices among the most effective for dialogue films. Edward Burns, Moran, Aggie Herring and Evelyn Hall are all ex-stage folk whose voices have proven excellent for film reproduction.

Universal Buys "The Luxury Husband" Novel With Ideal Sound Possibilities

New York.—Universal has acquired the talking picture rights for Maysie Grieg's popular novel, "The Luxury Husband," according to an announcement from the Universal home office. The book is said to be unusually rich in scenes and situations adaptable for talking and sound picture material.

The story concerns a young college boy whose family fortunes disappear and who takes up the saxophone, cutting loose from his millionairess sweetheart. She finds him three years later on a ship in the Mediterranean. He is in the ship's orchestra. How she breaks down his prejudices against her money and against being a "luxury husband" and how he turns from her again to be a night club entertainer in order to reach his goal as a musical comedy impresario, makes a colorful, tuneful story.

3 talking newsreels every week

RESPONDING to the public's tremendous enthusiasm for the 2 talking newsreels now issued weekly, William Fox will draw on his vast international news recording service for a third weekly issue, beginning December 1.

50 Movietone Newsreel crews now covering the world will be increased to 75 by next February.

No wired theatre can afford

F *It speaks for itself*
MOVIETONEWS
X *3 times every week*

WILLIAM FOX announces that beginning next September Fox Movietonews will be issued daily—*one complete talking newsreel every day.*

This sensational world-wide, daily news service will be accomplished on the following schedule:

4	***issues***	***weekly***	***beginning***	***February 2***
5	"	"	"	***April 6***
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7	"	"	"	***September 1***

F

not to play **MOVIETONEWS**

X

The 'Silent' Picture Will Endure for All Time

By THOMAS NAMACK

THE silent motion picture will endure for all time. What is more, the silent picture will improve in technique, in artistry, in scope and in entertainment appeal. Popular as it has been and is, there is assurance that it is to know still greater popularity. Bigger, better and more appealing silent pictures are on the way! This is the message coming from Warner Bros., and it could not be more timely or opportune.

Trials and Tribulations of all Great Inventions

To relate the troubles of the small town exhibitor is to recount part of the history of Vitaphone, the first of the various talking instruments before the public. When the Warners introduced Vitaphone in August, 1926, the entire motion picture industry gave it a benign little pat on the back and remarked: "You are very nice and interesting, but the public will not want you."

Vitaphone had to go through all the trials and tribulations of great inventions. Its greatest enemies were among the people who should have been first to see its wonders, its advantages, its utility and the progress to the arts it represented.

But Harry M. Warner had faith. He believed in Vitaphone. The Warners were not turning marvelous reports of earnings over to Wall Street at the time. They were not flush with money, and faith in Vitaphone meant nothing without financial backing. But they persevered. Then, along came Al Jolson in "The Jazz Singer," and the entire film industry was amazed by the public reaction to it.

Silent and Talking Prints of Each Picture

Then the cry was for "talking" pictures. And then the individual who scoffed at Vitaphone was the first to yell that the end of the silent picture was in sight. Of course, this worried the small town exhibitor. He knew that if he could afford to install a synchronizing instrument it would be a long time before he could be supplied with it. In the meantime, he feared he might be driven out of business.

According to the Warners, Vitaphone will result in great things for the silent screen. Instead of detracting from the silent screen, Vitaphone will build it up. In the Warner Studio two negatives are made of all pictures—a silent and a talking print. Stories are considered from both angles. It first passes muster in its silent stage, before it is made a talking production. This results in giving pictures much finer and more artistic casts, for the people who would be eligible for a silent picture might not do at all for a talking one.

Further than this, there are subjects which lend themselves to the silent screen—like huge spectacles—and the day will come when these will be done in color. One of the interesting things told by the Warners is that with all of the great success achieved by Vitaphone, the talking pictures have not destroyed the silent screen. In certain big cities the talking screen and the silent screen have drawn capacity audiences at the same time.

So the small town exhibitor wants to cheer up. The sun is always shining somewhere, and there is much of it for him.

"Captain Lash" and "Dream House" Are Completed by Fox

New York.—Fox Film Corporation is maintaining its swift production pace by having just completed two new pictures. They are "Captain Lash," Victor McLaglen's next vehicle, showing him in a picturesque stokehole setting, with Claire Windsor, Arthur Stone, Albert Conti, Jane Winton and Clyde Cook appearing in the cast under the direction of John Blystone.

The other production is "Dream House," an all-talker short feature, played by David Rollins, Nancy Drexel and William V. Mong. It was directed by Marcel Silver, who has already won notice with his Movietone productions, especially "March On," the Chic Sale 2-reel talker now showing twice daily at the Gaiety.

Prominent French Actor in Cast

New York.—Emile Chautard, well known French director and actor, appears as one of the leading characters in the Tiffany-Stahl production "The Girl Who Came Back" featuring Patsy Ruth Miller, Eve Southern and Malcolm McGregor. Chautard has directed such well known stars as Mme. Rejane, Pauline Frederick, Elsie Ferguson, Maude Adams and Alice Brady.

Nathan Morgan, of Columbus, Ga., of the Roy Martin chain of theaters, visited Film Row this week.

Milton Silver Succeeds Nat Rothstein As Advertising Manager of Universal

New York.—Nat G. Rothstein has resigned as advertising manager of Universal to go to California where, it is expected, he will engage in production, and Milton Silver has been appointed to succeed him. Mr. Silver has been assistant advertising manager of Universal for the past two years and a half and was in active charge of this department during Mr. Rothstein's recent trip abroad. He joined Universal in 1924, later becoming assistant to Robert E. Welsh, then advertising manager. He will have charge of advertising and exploitation.

Mr. Rothstein entered the industry thirteen years ago, becoming advertising manager of Universal. He left that company to handle advertising, exploitation and publicity for Equity and later for FBO. He rejoined Universal as a production advisor, later being called to New York to take charge of advertising.

Production Schedule of Sonora-Bristolphone Calls For 250 Machines Per Month

New York.—Its interchangeability with Western Electric disc-recorded films established in the two theaters where the equipment has been installed, Sonora-Bristolphone has mapped extensive production plans, calling for manufacture of 250 equipments a month, beginning in December.

The interchangeability tests, conducted at the Academy, Hagerstown Md., and Strand, Madison, Wis., has spurred exhibitor demand for the instrument, company officials say, declaring that orders for around 250 installations have been received.

With completion of manufacturing plans, the company's producing units, Gotham Productions, Ashef, Small & Rogers and Lesser-Warner Productions are at work on pictures recorded by the Sonora-Bristolphone process. The schedule calls for 26 features, two of which are designed as specials, and 52 shorts.

Columbia's "The Younger Generation" to Be Produced With Dialogue and Sound Effects

New York.—"The Younger Generation," the Columbia special adapted from Fannie Hurst's stage play, "It is to Laugh," will be a "talkie" and also have a synchronized music score and sound effects. This is the second production listed on Columbia's sound program. The first was "Submarine," which has established itself as a reigning success in both the sound and silent versions. "The Donovan Affair," the mystery play by Owen Davis is now being cast as an "all-talkie."

Back Home From Broadway

By ANNA AIKEN PATTERSON

MY LAST evening on the Great White Way was spent at the Astor Theater, where Metro-Goldwyn-Mayer's "Alias Jimmy Valentine" is writing a bright chapter in that company's history. What with so many big pictures on Broadway—three major openings in one week—and several exceptionally worth-while pictures standing up for extended runs, it was not until last Saturday night that a heavy schedule permitted seeing "Alias Jimmy Valentine."

It's a real picture, just as it was a most successful stage play. Years ago it was made as a silent picture, and it clicked. M-G-M has turned it into a fine combination picture—beginning with written titles and a good musical score, and finishing with splendidly handled dialogue, thus heightening the dramatic value of the big climax.

The story lends itself admirably to the screen. It centers round *Jimmy Valentine,* a gentleman crook, who successfully evades the law by cleverly devised alibis, and who eventually falls in love with the daughter of a small town banker, goes straight, becomes a trusted attache of the bank, and, in a big dramatic moment, presents an unbreakable alibi when *Detective Doyle* confronts him at the bank. His alibi established *Jimmy* gives himself away at the last moment. The president's baby daughter is locked in the vault by accident. No one knows the combination, and experts, due to explain the combination, will not arrive for hours. *Jimmy* casts discretion to the winds, orders *Doyle* to turn out the lights because he "works better in the dark," and brings his sensitive fingers into play on the lock. In the frenzy of despair, he struggles until at last the tumblers fall, the safe is opened and the child is saved.

Jimmy turns to *Doyle* knowing that he is lost. He had smashed his own alibi with one stroke. But *Doyle,* as human as he is clever, senses the whole situation and knows that the girl will keep *Jimmy* on the straight and narrow path all his life. With one gesture he dismisses the affair, "I'm sorry to have troubled you; I was mistaken. Good-bye and good luck."

The big scenes at the finish are done in dialogue—and remarkably well done. Lionel Barrymore, playing *Detective Doyle,* is at his best; William Haines in the role of *Jimmy Valentine* does his very best screen work and his role is entirely sympathetic. His voice is excellent. In the fine supporting cast are Tully Marshall, Karl Dane, Leila Hyams, Howard Hickman and tiny Evelyn Mills, who plays the baby sister.

Jack Conway directed the picture from A. P. Younger's adaptation of the Paul Armstrong play. Joe Farnham wrote the titles. Good team work all round. The result: a genuinely fine piece of entertainment of exceptional box-office merit.

■ ■ ■

THE most ambitious sound picture yet released by FBO is "Gang War," which, incidentally is soon to be shown at the Metropolitan Theater in Atlanta. "Gang War" was the feature attraction at the Colony Theater, New York, last week, and it was at the Colony that I saw and heard the picture. Reports had circulated very favorable reaction, and those reports were more than justified. "Gang War" is thoroughly entertaining. It opens with a talking prologue and then goes into a story that builds to a strong climax and maintains suspense from start to finish.

It is exactly what the name implies—a story of two rival underworld gangs. But it is more, for it carries romantic interest. There is a wholesome boy-and-girl romance against the underworld background, of which neither is a part.

Olive Borden plays the girl and Jack Pickford is the boy. The girl is a singer and dancer in a night club frequented by gangsters, and the boy is the saxophone player in the club's orchestra. Jack Pickford is a saxophone player of no mean ability, an dhe actually played the numbers that are recorded in the synchronized version of "Gang War."

Eddie Gribbon and Walter Long portray the rival gang leaders and give convincing characterizations. There are but these four principals in the picture and they acquit themselves with abundant credit. They are troupers; "Gang War" is good entertainment and it should make a strong showing for FBO. Bert Glennon is responsible for direction.

■ ■ ■

THE program at the Colony Theater could not be dismissed without mention of a short feature that made a tremendous hit—"Steamboat Willie," a Walt Disney cartoon, animated and with sound. It kept the audience laughing and chuckling from the moment the lead titles came on the screen, and left them applauding. Clever is a mild word to use in describing "Steamboat Willie." It is a wow!

Still more interesting is the fact that the subject is a Powers Cinephone production. The synchronization was made by the Cinephone method (sound on film) and was projected over Western Electric equipment (Movietone unit) at the Colony. That projection was without a flaw, so it does prove interchangeability between the Powers Cinephone equipment and Movietone equipment.

■ ■ ■

COLLEEN MOORE and First National have ample reason for rejoicing in the box-office results being written up by "Lilac Time." The picture is exceeding predictions. It is scoring alike in big key centers and in small towns, and, almost without exception, it goes in for extended runs.

Imagine holding any picture for three days in a little town of 400 inhabitants! But that is exactly what Manager L. G. Hobgood of the Dixie Theater, Bowdon, Georgia, did with "Lilac Time." And box-office receipts increased appreciably each day.

Talk about enterprise, Mr. Hobgood shows the meaning of the word. His theater is not equipped for synchronized pictures, but he contrived sound effects with "Lilac Time" which he thinks added 100 per cent to the value. He succeeded in getting the zoom of the airplanes, the machine guns, the bombs.

As a result of his showmanship, "Lilac Time" is the most talked of picture that ever played Bowdon, and the box-office of the Dixie Theater pulled in receipts that convince Manager Hobgood that the enterprising showman can write his own reward.

■ ■ ■

WHEN I saw Paramount's new synchronized version of "Abie's Irish Rose" at a private screening arranged at the Rivoli Theater, New York, for the Paramount field sales force then in convention, the picture "got me." It digs right down and plays on the heart strings, it gets emotional response. And if I know anything about a picture, that's the quality that makes the biggest bid for wide popular favor. So I predicted that the picture would satisfy the vast American public, and in so doing would register mightily at the box-office.

Grosses being written up by "Abie's Irish Rose" bear out the good opinion heretofore expressed. In three of the finest theaters in the country, where the picture is playing pre-release engagements, it is breaking records.

On the opening day at the California Theater, San Francisco, it grossed a thousand dollars more than the corresponding day on which "Wings" was screened. For the first time in several years patrons lined up at the box-office long before opening time.

Following the opening at the Lyric Theater, Cincinnati, Ike Libson wired the Paramount office, "'Abie's Irish Rose' opened Saturday to capacity business and on Sunday we could not handle the crowd. Newspaper reviews wonderful and audience reaction splendid. 'Abie' is a great picture."

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Warner Bros. Talk

SUPPOSE YOU OWNED A THEATRE and had a fine business. Then you opened another house nearby to take care of the growing crowd.

The new theatre would naturally cause comment — people would talk — the local paper would write about it — curiosity would attract crowds. That's what you hoped for. Fine!

But—

WOULD YOU ABANDON THE first house — the theatre that gave you your opportunity, and still was a grand business proposition?

YOU WOULD BE RATED CUCKOO IF YOU DID!

Do the theatre chains abandon or neglect their other theatres every time they open a new one?

Of course they don't!

FOR YEARS WE HAVE CREATED a following for Warner Bros. Silent pictures. Today we are producing the finest silent pictures offered on the market. It is true Warner Bros. are also producing the finest talking pictures; today Vitaphone is generally recognized as the last word for their reproduction.

But —

Every Warner Bros. picture has two versions — a Vitaphone and silent one. The silent version is generally conceded to be the class of all silent pictures in the field today. Our silent pictures are better because of our talking pictures. More time,

18 SPECIAL WARNER WINNERS

MONTE BLUE, MAY McAVOY
NO DEFENSE

AUDREY FERRIS
FANCY BAGGAGE

RIN-TIN-TIN
THE MILLION DOLLAR COLLAR

ONE STOLEN NIGHT
BETTY BRONSON
WILLIAM COLLIER, Jr.

CONRAD NAGEL
KID GLOVES
LOIS WILSON

SHE KNEW MEN
BETTY BRONSON
EDWARD EVERETT HORTON

STATE STREET SADIE
CONRAD NAGEL, MYRNA LOY

BEWARE OF BACHELORS
AUDREY FERRIS, WM. COLLIER, Jr.

WOMEN THEY TALK ABOUT
IRENE RICH, AUDREY FERRIS,
WM. COLLIER, Jr.

RIN-TIN-TIN
FROZEN RIVER

MAY McAVOY, CONRAD NAGEL
CAUGHT IN THE FOG

MONTE BLUE
THE GREYHOUND LIMITED

THE MIDNIGHT TAXI
ANTONIO MORENO
HELENE COSTELLO

MONTE BLUE
FROM HEADQUARTERS

AUDREY FERRIS
THE LITTLE WILDCAT
JAMES MURRAY

MAY McAVOY
STOLEN KISSES

HARD BOILED ROSE
MYRNA LOY

RIN-TIN-TIN
LAND OF THE SILVER FOX

What Warner Bros. promise

About Silent Pictures

thought and care go into the making of the silent version today than ever before. Circumstances and conditions required by the Vitaphone process make this imperative.

SIT ON TOP OF THE WORLD WITH Warner Bros. road show and extended run pictures, and the 18 Special Warner Winners.

Vitaphone and Silent pictures are Warner Bros. twin pets. We love them both equally. They are in the healthiest of condition and we intend to see them grow. No foolish bogey man scare is going to have any effect on them. Plenty of room for both in this business without crowding. Box office results of thousands of theatres every day have proved that.

HUNDREDS OF UNSOLICITED letters and wires from exhibitors prove this to be so. Below we quote from only one of these on SILENT PICTURES:

"I feel that I owe you an increase next year if your product in the future compares with the product I have received this season. . . Take for instance 'THE JAZZ SINGER.' I was leery about this one without Vitaphone, but I played it to the best business in six months.

"I played 'GLORIOUS BETSY' featuring Dolores Costello and I wish you could have stood in the lobby and heard the praise the folks gave this one. 'GLORIOUS BETSY' stood 'em up the second night.

"All of your product this season has stood up one hundred percent."

O. L. HAWK,
Majestic and Crystal Theatres,
Cherokee, Okla.

WARNER BROS. ROAD SHOWS AND EXTENDED RUNS

DOLORES COSTELLO
THE REDEEMING SIN
CONRAD NAGEL

MONTE BLUE
CONQUEST
H. B. WARNER, LOIS WILSON

SOPHIE TUCKER
HONKY TONK

THE LION AND THE MOUSE
MAY McAVOY, LIONEL BARRYMORE

LIGHTS OF NEW YORK
HELENE COSTELLO, CULLEN LANDIS

DOLORES COSTELLO
TENDERLOIN
CONRAD NAGEL

AL JOLSON
THE SINGING FOOL

THE TERROR
MAY McAVOY, LOUISE FAZENDA

George M. Cohan's Great Stage Success
THE HOME TOWNERS

DOLORES COSTELLO
ALIMONY ANNIE

FANNY BRICE
MY MAN

TEXAS GUINAN
QUEEN OF THE NIGHT CLUBS

ON TRIAL
PAULINE FREDERICK
BERT LYTELL, LOIS WILSON

THE DESERT SONG
ALL STAR CAST

DOLORES COSTELLO
MADONNA OF AVENUE A
LOUISE DRESSER

STARK MAD
H. B. WARNER
LOUISE FAZENDA

AL JOLSON
THE JAZZ SINGER

DOLORES COSTELLO
GLORIOUS BETSY
CONRAD NAGEL

—Warner Bros. deliver

Along Atlanta's Film Row

E. A. Rambonnet, special sales representative of Arthur C. Bromberg Attractions in the Charlotte territory, has returned to that section after completing about three weeks of special work in the Atlanta territory.

Paul Earl, auditor from Universal's home office, is spending a few days at the Atlanta exchange.

J. T. Freeman, well known exhibitor of Griffin, Ga., was a visitor seen on Film Row this week.

L. B. Harrell, of the Lyric and Orpheum theaters at Waycross, Ga., visited Film Row during the week.

Arthur C. Bromberg, president of Arthur C. Bromberg Attractions, with headquarters in Atlanta, returned to his office the first of the week, after spending about ten days in the Florida territory.

Ben Y. Commack, head of Universal's Atlanta branch, has called a sales meeting of his staff, which will be held today at the exchange.

Dan Michalove, Southern division manager for Pathe, returned to Atlanta early this week from a trip to the company's branches in the territory.

C. A. Clegg, head of First National's Atlanta branch, returned this week from a trip in the Florida territory.

Cy Colley, who operates the Westmont Theater at Montgomery, Ala., visited Film Row this week.

Mrs. I. H. Dietz, who operates the Star Theater at Covington, Ga., paid a visit to Film Row during the week.

Holt Mitchell, of the Dixie Theater at Pelham, was among the Georgia exhibitors seen on Film Row this week.

Messrs. DeWess and Katz., who have taken over operation of the Capitol Theater at Montgomery, Ala., were in Atlanta this week for a visit to the exchanges.

H. E. Edenfield, who operates the Dreamland Theater at Augusta, Ga., was a visitor to Film Row during the week.

Lee Castleberry, of the Princess Theater at Gadsden, Ala., visited Film Row this week.

C. R. Beacham, special sales representative for First National, was in Atlanta for a brief visit the latter part of the week.

John W. Mangham, Jr., head of Liberty-Specialty's Atlanta branch, returned Thursday from a trip to Birmingham and Nashville.

Herman Silverman, of the Grand Theater at Chattanooga, Tenn., paid a visit to Film Row during the week.

Jack Keegan, general booking manager for Vitaphone, who spent the week at the company's Atlanta branch, expects to leave early next week for a visit to the Dallas office.

I. Hirsh, home office play date representative of Universal, visited the company's Atlanta office this week.

"Bill" Sharpe, who is connected with the Fox sales force, was in Atlanta on Friday after a trip through the North Georgia territory.

William G. Minder, Southern district manager for Tiffany-Stahl, with headquarters in Atlanta, who has been on an extended trip through the Alabama territory, is expected to return to his office Saturday.

William R. Griffin, of the Strand Theater at Cullman, was among the Alabama exhibitors who visited Film Row during the week.

Frank A. Leatherman, who handles the Reproduco organ and Cuevox Talker, returned the latter part of the week from a trip to Chicago.

W. B. Fulton, division sales manager of Vitaphone Corporation, who, after a visit to the Atlanta office, has been in New Orleans, will visit Dallas before returning to the Atlanta territory.

Norma Shearer to Play Mary Dugan in All-Talking Version of Play

New York.—Norma Shearer has been awarded one of the prize roles of the new season—that of Mary in Metro-Goldwyn-Mayer's all-talking version of "The Trial of Mary Dugan," which goes into production soon under the direction of Bayard Veiller, author of the play which was an outstanding hit on Broadway all last season

Make Sound Film Record of Wedding

New York.—Sam Katzman, youthful assistant director in Fox Movietone productions, and Hortense Petra, pretty comedy film star, were married the other day on a set being used by Director Norman Taurog for "The Diplomats," a Clark and McCullough picture. Talking pictures were taken of the ceremony. Afterward the print was presented to the couple, providing evidence in case any discussion arises in later years as to just what they promised each other in the ceremony.

Alice White Prepares For "Hot Stuff"

Burbank, Calif.—Alice White is preparing for her next First National Picture, "Hot Stuff," which will be all that the title implies. Mervyn LeRoy, who made "Harold Teen," will direct.

"Mother Knows Best," Fox picture, featuring Madge Bellamy, Barry Norton, and Louise Dresser, which is the attraction at the Howard next week, tells the story of a talented child of the stage who was guided to the heights by her mother—a woman with a driving force of character, who would let nothing halt the daughter's career, even when the one romance of her life came into being. It is from a story by Edna Ferber and was directed by J. G. Blystone.

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"It'll Be Too Bad if You Miss This One, Boys"

Latest News of the Synchronized Pictures

Seventeen New United Artists Pictures With Sound Are Now Being Sold

New York.—All seventeen new United Artists pictures now are being sold, Al Lichtman announces. More than 50 per cent of the films have talking sequences. They include two all-talking films, seven part-talking films, and eight pictures synchronized with music and sound effects. There are films in which will be heard voices of Mary Pickford, Gloria Swanson, Douglas Fairbanks, Ronald Colman, Lupe Velez, and others. Eight of the seventeen films already are made and the other nine are in various stages of production, five of them almost completed.

Lichtman said that because many theaters, especially those outside key cities, will not be wired within the next year, United Artists will make each picture in separate sound and silent versions. Where dialogue is employed, that film will not be offered to unwired theaters with talking simply omitted; in every instance a new and separate film, produced for unwired theaters, will be available. Mary Pickford's "Coquette" was cited by Lichtman as an example.

This all-talking film will be made over again as a silent picture after it has been made as a talkie.

Beside "Coquette" United Artists will offer a second 100 per cent talking picture, "Nightstick," a Roland West production of the stage play. Eleanor Griffith, Pat O'Malley and Mae Busch head a cast that includes seven Broadway stage players.

M-G-M Studio Hums With Activity; Fifteen Big Productions Under Way or Ready

New York.—Fifteen major productions, including two big specials, both adapted from sensational hits of the speaking stage, are either under way or in preparation for immediate production at the Metro-Goldwyn-Mayer studios, in a drive that is expected to break all records for studio activity. In practically every case sound and speaking sequences are planned, and several films, such as "The Trial of Mary Dugan," a special based on the Bayard Veiller stage hit, will be hundred per cent talking pictures.

Schertzinger Engaged By Universal to Write Theme Song For "The Climax"

New York.—Victor Schertzinger, motion picture director and composer of many popular song hits, has been engaged to write a theme song for Universal's forthcoming talking picture, "The Climax," based on the successful stage play by Edward Locke. The song will be called "I Adore You" and it will have an important part in the action of the picture. "The Climax" is based on the life of a beautiful young opera student who loses her voice and later regains it.

John Boles Chosen As Leading Man For Laura La Plante in "Haunted Lady"

New York.—John Boles has been selected as the leading man for Laura La Plante in that Universal star's next picture, "The Haunted Lady," being adapted from the Cosmopolitan Magazine story by Adela Rogers St. John. Jane Winton, popular ingenue, also has been selected for an important role in "The Haunted Lady." Wesley Ruggles will direct "The Haunted Lady," which is about to go into production.

Plans to Synchronize "Hell's Angels" Are Rapidly Being Formulated in Hollywood

Hollywood.—Plans to synchronize "Hell's Angels," the $2,000,000 Howard Hughes screen classic of the air, are being rapidly formulated with completion of the new sound stages at the Metropolitan studio. "Hell's Angels" will be synchronized with all the latest sound effects. A number of the sequences will also appear in Technicolor.

Action of "Carnation Kid" Makes Real Silent Picture As Well As Full Talker

Hollywood.—It is said that Al Christie and Douglas MacLean will spring something of a surprise on the industry when they demonstrate with "The Carnation Kid" how much typical moving picture movement and action can be put into a dialogue picture. It is for this reason that it is believed "The Carnation Kid" when released in its silent version, will present an advance in picture making.

The Al Cohn scenario, from which "The Carnation Kid" was made, was written with moving picture action in mind. From the start of the scenario of this story it was written for a dialogue picture which would not confine the dialogue to still scenes, but extend it so that the picture could have action all the way through. MacLean's pictures, too, have nearly always had action and rapid movement and this is said to be the most speedy of all of the pictures in which he has starred.

Tiffany-Stahl's "Marriage By Contract" Opens Sound Policy at Eastman Theater, Rochester

New York.—Rochester's best known and most pretentious theater, the Eastman, which has been offering silent films for a long time past, on Saturday, November 24, introduced a permanent sound policy to their patrons. Tiffany-Stahl's special sound production, "Marriage By Contract," was selected to open the Eastman's new sound policy.

"Marriage By Contract" went to the Eastman from a $2.00 top run at the Embassy Theater, New York. Patsy Ruth Miller heads the cast, which includes Lawrence Gray, Claire McDowell, John St. Polis, Ralph Emerson, Robert Edeson, Ruby Lafayette, Duke Martin and Shirley Palmer.

"Hearts in Dixie" Is Title Chosen For Fox Negro Sound Picture

New York.—"Hearts In Dixie" is now the name of the all-talking picture in which Charles Gilpin, negro star of "The Emperor Jones," will make his screen debut under the Fox banner. Production has just started at the Fox Movietone studios under the direction of Paul Sloan.

This story by Walter Weems will have an all-negro cast which includes Sul Te Wan, a voodoo woman. A mixed chorus of fifty voices will sing spirituals, plantation songs and tunes of the old South.

Douglas Fairbanks to Start New Picture Immediately to Follow "The Iron Mask"

New York.—Douglas Fairbanks will start preparing immediately a new production to follow "The Iron Mask," now nearing completion. This is the first time in several years that Fairbanks has made two pictures without at least six months between, but this time he will defer his rest period until after Mary Pickford completes the all-talking picture, "Coquette," on which she is now working.

"The Iron Mask," Douglas Fairbanks' sequel to "The Three Musketeers," on which he has been working a large part of this year, is now in the final stages of production and release is anticipated shortly after the first of the year.

First National's "Synthetic Sin" to Be Synchronized With Sound Effects and Music

Burbank, Calif.—"Synthetic Sin," Colleen Moore's latest First National picture, has been shipped by airplane to the plant of the Victor Talking Machine Co. in Camden, New Jersey, where it is to be synchronized with sound effects and music.

Birmingham

Birmingham, Ala.—A sudden cold snap caused a very decided drop in box-office deceipts the first two days of the past week and helped to hold down weekly grosses in Birmingham. The Alabama, with "The Awakening" (United Artists), Vilma Banky's first starring vehicle, drew favorable criticisms but drew poorly at the box-office.

The Ritz had probably the best business in town during the week, due to the personal appearance of Nick Lucas, "the crooning troubadour," who, long since, sang and hummed himself into popular favor not only in Birmingham but throughout the country. The Ritz also presented "Dry Martini" (Fox), with Mary Astor and Matt Moore, a Movietone picture, and also a Movietone presentation featuring Chick Sale.

The Strand had only fair business on "The Battle of the Sexes" (United Artists), featuring Phyllis Haver, Jean Hersholt, Sally O'Neil and Don Alvarado, presonally directed by D. W. Griffith. The Galax did passably well with "The Michigan Kid" (Universal), co-featuring Conrad Nagel and Renee Adoree. The Trianon, with "Pep and Prep" (Fox), got fairly well on a good seasonal offering starring Nancy Drexel and David Rollins.

A varied entertainment menu will be presented for the ensuing week. The Ritz shows the Fox Special, "The Red Dance," with Dolores del Rio and Charles Farrell, a Movietone picture, together with five Keith acts. The Alabama presents "Wings" (Paramount) and Manager Bolivar H. Hyde expects great business on it as the picture was favorably received on its recent roadshow engagement in Birmingham.

The Strand will show "The Land of the Silver Fox" (Warners), a Vitaphone picture, in which the popular dog star Rin-Tin-Tin will undoubtedly make his debut as a "barker."

The Empire played Pathe's "King of Kings" to steadily increasing receipts and, by popular demand, was held over another week. The picture elicited extravagant praise from the public and critics.

Robert J. O'Donnell, general manager of Inter-State Amusement Company (Karl Hoblitzelle), paid one of his rare visits to Birmingham the past week and conferred with Managers Vernon Reaver of the Ritz and George Steele of the Trianon. Mr. O'Donnell expressed himself as optimistic over the outlook for the forthcoming season and stated that Inter-State had added one more week to its booking time in serving the new Orpheum Theater at Memphis, Tenn., which opened last Monday night.

"Billy" LaSalle, old-time stage favorite, comes back to Birmingham the week of December 17, his act being booked into the Ritz. He has a host of friends and admirers throughout the State who doubtless will make a point to "see and hear" Billy pull some of his inimitable rhyming and wise cracks at the local playhouse.

The Better Films Committee held its regular weekly matinee in the Ritz Theater, the picture being "Freckles" (FBO), and also an episode of "Scotty of the Scouts," with a Pathe Aesop's Fable and a Fox Movietone Newsreel. One of the most attractive features of the Junior Matinees is the singing, which is led by Miss Nell Esslinger. Hemphill School students won the attendance record for the past four weeks. Children from the Mercy Home will be furnished free transportation to and from the theater. The Better Films Committee also held a screening of "Disraeli," based upon the life of England's famous premier, the role being played by George Arliss, and which is voted one of the greatest character impersonations ever seen on any screen.

Joe Patton, for the past several weeks acting manager of the Empire Theater, one of the Marvin Wise chain, has returned to Atlanta and will resume his duties as publicity man for Metro-Goldwyn-Mayer, very likely being assigned to the "Leo the Lion Tour" now going through the Southern states. Mr. Patton proved himself an able showman and executive and had won many friends during his stay in Birmingham, all of whom regretted his departure. The Empire, at least temporarily, will be under the personal direction of Frank V. Merritt, general manager of the Marvin Wise theaters.

C. L. Peavey, Atlanta branch manager for FBO, was a Birmingham visitor the past week and called upon his local friends, accompanied by his salesman, A. R. McRae.

Willard C. Patterson, district manager for Publix, was a Birmingham visitor the past week.

P. A. Engler, of the Famous and Champion theaters, went on a fishing trip the past week.

Lee L. Castleberry of the Princess Theater, Gadsden, visited Birmingham the past week, as did also Joe Portera of the Sunshine Theater, Brookside.

Encouraging news headlines many newspapers throughout the state, showing railroad companies are placing orders for steel rails, gondolas and other equipment, and even now some Birmingham steel plants are blowing in furnaces idle for several months, which will make many local people feel that Christmas really means something when they get a couple of paydays together. There are no wild claims of "boom" conditions, but most business men feel that, with the resumption of factory work and steel and iron manufacture, Alabama will have turned the corner.

Josiah Zuro Has Completed Musical Synchronization of Pathe's "Show Folks"

New York.—The musical synchronization and effects for Pathe's "Show Folks" were recorded this week at Sound Studios in New York under the direction of Josiah Zuro. The dialogue and dance sequences were previously staged at the Studios in Culver City with Eddie Quillan and Lina Basquette acting under the direction of Benjamin Glazer.

In keeping with the vaudeville theme of "Show Folks," the score is a lively one. The theme song is "Love's First Kiss," by Sam Terry and Lew Brown, published by the Lewis Publishing Company. "No One But Me," by Charles Weinberg, published by the Denton and Haskins, is the theme for Eddi Quillan, who plays the boastful young hoofer. Another musical highlight is the number, "My Heart Keeps On Speaking of Love."

Beale Street, Memphis' Negro Broadway, Used For "Hallelujah" Shots

Memphis, Tenn.—Beale Street, the famous "Negro Broadway" of Memphis, where the black boulevardiers and the Ethiopian flapper are on dress parade, has been raided by the movies. The first thing King Vidor did, on arriving at Memphis, to prepare for filming his new all-negro picture, "Hallelujah," was to launch a bombshell in Beale Street society, by taking wholesale screen tests, and some 200 people were added to his cast as the result.

It was Beale Street, "Harlem of the South," that inspired George Handy, colored composer and band leader, in composing "The Beale Street Blues." It is lined with negro shops, restaurants, and cabarets—and for his picture Vidor holds that it's the greatest casting office in the world.

Miss Juliet to Appear in Vitaphone

New York.—Miss Juliet, international stage star, will soon make her Vitaphone debut in an act of impersonations called "Not For Me." Called "the one girl revue" by variety critics, Miss Juliet has achieved widespread fame for her impersonations of noted stage stars.

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Jacksonville

Jacksonville, Fla.—Jesse L. Clark, Florida district manager for Publix; and W. E. Drumbar and W. L. Whitehead plan to leave Jacksonville Saturday for Atlantic City to attend a conference of district managers and other executives of the Publix Theaters Corporation.

Among the film notables who spent Thanksgiving Day in Jacksonville and enjoyed the Florida-Washington and Lee football game at Fairfield Stadium in the afternoon were Sam Berry, of the National Theater Supply Company, and John Durfield, of Fox Films.

John L. Crovo, manager of the Imperial, has booked "Mother Machree" for a ten-day showing beginning Wednesday, Dec. 5. This Fox Movietone special features Belle Bennett and Victor McLaughlen, and, from present indications, is scheduled to continue the successful run of business at the Imperial. "Dry Martini" (Fox), with Mary Astor and Matt Moore, will be the four-day offering, Saturday through Tuesday, at the Imperial.

E. J. Sparks, head of the Sparks chain of theaters in Florida, is expected to return to Jacksonville about December 12. He is now in Mexico on a hunting trip with friends.

Guy A. Kenimer, manager of the Florida, pulled a good stunt this week, taking the play away from the managers who usually "stunt," by inviting the subject of a feature story in The Jacksonville Journal, an 82-year-old woman who had never seen a movie, to be the guest of the Florida Theater during the showing of "Lilac Time," which plays there four days, beginning Sunday.

The Florida was also in the limelight on Thanksgiving Day by entertaining orphans from charitable institutions of Jacksonville.

Midnight matinees Thursday and Saturday nights were special features at the Florida, "Lonesome" and "Lilac Time" being the respective feature attractions.

"The Road to Ruin" played ten days in Jacksonville, closing last Monday. It played the Republic, doing fair business. It was endorsed by various social workers and ministers of the city. The board of education, however, took exception to publicity stating that the school commissioners had endorsed the picture and caused an apology.

Playfully Speaking, the dramatic column of The Jacksonville Journal has been discontinued.

Dick Moffett, of The Florida Times-Union, is contributing an interesting Sunday feature on theater and picture gossip.

Baclanova and Lupe Velez To Sing Theme Songs in Current Paramount Films

New York.—Richard Whiting, composer, and Leo Robin, lyricist, of the staff of the Famous Music Publishing Company of New York, arrived last week at Paramount's Hollywood studios, where they will combine their talents in writing theme songs for "The Wolf of Wall Street," starring George Bancroft and directed by Rowland V. Lee, and "Wolf Song," in which Victor Fleming is directing a notable cast featuring Gary Cooper, Lupe Velez and Louis Wolheim.

The Whiting-Robin song for "The Wolf of Wall Street" will be sung in the sound-synchronization by Baclanova, talented Russian actress, who is featured in support of Bancroft. Lupe Velez, fiery Mexican beauty, will sing the theme song in the sound synchronization of "Wolf Song." Miss Velez was formerly a musical comedy favorite of her native Mexico City.

Universal Signs Two For "Broadway" From Original Cast of the Stage Hit

New York.—Universal has signed two well known actors from the original cast of the stage hit "Broadway" to play for the screen the same roles they made famous on the stage. They are Thomas Jackson, who created the role of Dan the detective, and Paul Porcasi, who created the role of Nick the cabaret proprietor. Both will leave New York at an early date for Universal City, where plans for a super-production of the Jed Harris stage hit are nearing completion.

Glenn Tryon has been chosen to play the leading role of the "hoofer" in "broadway." Mary Nolan is being considered for the hard-boiled cabaret entertainer, Pearl. Carl Laemmle, Jr., is supervising the preparatory work on the picture, which will be with full dialogue and sound effects.

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Constance Talmadge Starts Work on "Venus," at Nice, France, For United Artists

New York.—With Lillian Gish in New York and awaiting arrival of Max Reinhardt from Germany in December, with S. M. Eisenstein expected to leave Russia for America soon, and with Rex Ingram's completed "Three Passions" en route from England to New York, Constance Talmadge is doing her bit to keep the cinema international by beginning work in "Venus" at Nice, in France. This is her first United Artists picture.

"Venus" presents Miss Talmadge in the role of the Princess Doriani, business woman of wide influence, owner of a transatlantic steamship line, a vivid personality, independent in office and in drawing room. Light touches usually found in Constance Talmadge pictures will, of course, predominate in treatment of this story.

Jean Murat, leading man for Miss Talmadge in "Venus," has been soldier, aviator, farmer, journalist and actor.

Warners Buy "Hottentot," Famous Stage Play, For All-Talking Vitaphone Picture

New York.—H. M. Warner, president of Warner Bros., has closed negotiations for the purchase of the celebrated stage play, "The Hottentot," to be made into an all-talking Vitaphone picture. Roy Del Ruth has been assigned to direct this comedy, which was written by Willie Collier in collaboration with Victor Mapes.

"The Hottentot" will be one of the big Vitaphone pictured offered by Warner Bros, on their 1929-30 program. It will go into production early in the year with Edward Everett Horton in the principal role.

Final Scenes For First National's "Seven Footprints To Satan" Are Being Made

Burbank, Calif.—The more important scenes in "Seven Footprints to Satan," First National mystery picture, have been made by Director Benjamin Christensen and he is now engaged in rounding out the film with various minor incidents, all bearing on the central plot.

Thelma Todd and Creighton Hale are playing the leading roles and a number of notable players, including Sheldon Lewis, William V. Mong, Laska Winter and others, are cast in supporting parts.

Air Stunts in Wally Wales Latest Pathe Western, "The Flyin' Buckaroo"

New York.—Aviation stunts are a feature of "The Flyin' Buckaroo," Wally Wales' latest Western which Pathe has just released. Wales jumps from his horse to a 'plane just as it is taking off and continues this air thrill sequence along the wings of the 'plane in mid-air, climaxing his stunts with a parachute drop. Plenty of Western action precedes and follows the air thrills.

Charlotte

Charlotte, N. C.—W. T. Green has purchased the Palace Theater at Bessemer City, N. C., from Beam & Plummer.

The Best Theater at Warsaw, N. C., has been sold by R. B. Best to Mary G. Quinn.

R. C. Cawthorne has sold the Central Theater at Anderson, S. C., to W. S. Finch.

Charles H. Arrington, of the Palace, Lyric and Cameo theaters at Rocky Mount, N. C., and Rudolph Mason, of Mason's Theater at Goldsboro, N. C., made a trip to New York last week to inspect several different types of sound reproducing devices.

Ray Garner, salesman for Fox in this territory for many years, has been seriously ill in the Presbyterian Hospital in Charlotte.

Reynolds Wilbanks, manager of the Paramount exchange here, returned early last week from the Paramount convention, which was held in New York.

Orchestraphones were installed last week in the Columbia and Alameda theaters at Albermarle, N. C., by the National Theater Supply Company. The Columbia is owned by George Hughes and the Alamedo by E. L. Hearne.

Visitors in Charlotte last week were Pett Burwell, Littleton Theater, Littleton, N. C.; D. M. Eaves, Eaves Theaters, Inc., Union, S. C.; D. Holt, Troy Theater, Troy, N. C.; J. E. Webb, Webb's Theater, Gastonia, N. C.; M. Buchanan, Carolina Theater, West Asheville, and Strand, Canton, N. C.; E. H. Carpenter, Imperial Theater, Kings Mountain, N. C.; V. D. Humphries, Red Springs Theater, Red Springs, and Savoy, Maxton, N. C.; J. E. Simpson, Ideal and Lyric theaters, Gastonia, N. C.; J. R. Estridge, Gastonian Theater, Gastonia, N. C.; E L Beam, Princess Theater, Shelby, N. C.; W. M. Kissell, Winner Theater, Louisburg, N. C.; W. N. Sherrill, Rivoli Theater, Lincolnton, and Falls Theater, Granite Falls, N. C.; H. J. Paradis, Paradis Theater Circuit, Wilson, N C.; P. W. Wells, Howard and Wells Amusement Company, Wilmington, N. C.

Vitaphone Installations to Be Completed Soon in Several North Carolina Houses

Charlotte N. C.—Several Vitaphone installments will be completed in this state within the next thirty days, including the Lyric and Gastonian theaters at Gastonia, the Broadhurst at High Point, Quarle's new theater at Burlington, the Wilson at Wilson, and reported for installation not later than January 15 are the Sams theaters and the Colonial at Winston-Salem.

Recent installations completed are the Carolina at Fayetteville, the Rialto (old Orpheum) at Durham, and the Capitol at Salisbury. The Imperial at Columbia, S. C.. will be equipped for sound January 7. This is the second sound house for Columbia, the Ritz, formerly the Ideal, having been equipped for several weeks and doing a phenomenal business.

Buchanan Leases Carolina at West Asheville and Buys Strand at Canton, N. C.

Charlotte, N. C.—M. Buchanan, of Tupelo, Miss., who has owned and operated several theaters in Mississippi, has leased the Carolina Theater at West Asheville, N. C., from the Continental Trust Company at Charlotte, receiver for Carolina Theaters, Inc. Mr. Buchanan has also purchased the Strand Theater at Canton, N. C., from R. W. Sherrill.

Kincey Selects Equipment For New Publix-Saenger Theater at Winston-Salem, N. C.

Charlotte, N. C.—H. F. Kincey and his architect have been in New York purchasing furnishings and equipment for the new Publix-Saenger Theater at Winston-Salem, N. C., which is expected to open around Christmas.

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Warner Bros. to Start Their 1929-1930 Production Program Immediately After January 1

New York.—H. M. Warner, president of Warner Bros., has arrived in New York after extending his stay in Hollywood to close plans for next year's production with his brother, J. L. Warner, head of the studio. The president of the company stated that the 1929-30 program will be started immediately after January 1 and will be of a magnitude far beyond anything ever attempted in the history of Warner Bros.

"By January," said Mr. Warner, "our new sound proof stages with their attendant buildings which are the largest in Hollywood, will be completed and with this addition to our extensive Vitaphone equipment already in operation, we will begin our greatest year. Rumors that the studio will close for several months are utterly false. We will bring our present schedule to a conclusion by December 12 and will then give our players and directors a four weeks' vacation, after which they will return for their work on the 1929-30 program."

New Orpheum, With Seating Capacity of 3,000, Is Opened at Memphis, Tenn.

Birmingham, Ala.—The newest link in the Keith-Orpheum enterprises is the new Orpheum Theater at Memphis, Tenn., which opened November 19. The house seats 3,000 and represents an investment of $2,000,000. William Hartung has been appointed manager. The new Orpheum will house Keith vaudeville and pictures, among those being presented being Pathe and FBO. A host of theatrical officials were present at the inaugural, among them being Dan Michalive, general representative of Pathe in the South.

"The Apache," Paris Underworld Drama, Columbia's Third November Release

New York.—Romance is cleverly combined with danger in "The Apache," Columbia's third offering for November, which presents Don Alvarado and Margaret Livingston in one of the most colorful productions to leave the company's studios. Marseilles with its waterfront dives and Paris with its Montmartre cabarets serve as the locales of the story, which moves swiftly through the underworld of both cities.

Vitaphone Announces Production of "Gossip" With Robert Keane and Claire Whitney

New York.—Robert Emmett Keane and Claire Whitney, musical comedy and variety stars, will make their Vitaphone debut in a smart comedy, "Gossip," which has been played by Dr. Keane in all the principal cities of the world. John Miljan, Warner Bros. player who has been lauded for his fine playing in many of the Warner Bros. Vitaphone pictures, will have a supporting role in the playlet.

Louisville

Louisville, Ky.—An increase in the stock of the Fourth Avenue Amusement Company from $150,000 to $1,000,000, was announced early this week by the president of the company, Fred J. Dolle. Of the new issue $600,000 of stock will be distributed to stockholders in the ratio of their present holdings, and the remaining $400,000 will be placed in the treasury. The distribution amounts to a 300 per cent stock dividend.

D. H. Long is secretary and treasurer of the company, and the board of directors is composed of Mr. Dolle, Mr. Long, George J. Long, J. C. Murphy and Adolph Ruelinger.

Francis X. Bushman, Jr., screen star, appeared in person at the Princess Theater, Nashville, this week in a one-act comedy drama.

Edgar Denton, of the Majestic Theater, Owingsville, Ky., was a visitor to Lexington last Monday.

The Lyric Theater at Beattyville, Ky., is closing down to two nights per week for the next three months.

Pomeroy Supervises Installation of New Sound Equipment For Paramount

New York.—Roy J. Pomeroy, director of sound at the Lasky Studio in Hollywood, who is in New York following the eastern premiere of his first directed all-talking motion picture, "Interference," is combining business and pleasure while here. Before going to Hollywood more than six years ago, Pomeroy was a prominent artist and illustrator in New York, where he operated his own portrait studio. On his present trip, Paramount's sound expert is supervising the installation of additional sound equipment and stages at the Long Island studio, as well as renewing friendships among the art colonies.

"The Play Goes On" Ready to Go Into Production at Universal City

Universal City.—"The Play Goes On," one of Universal's impartant pictures for the current season, is ready to go into production. James Murray, one of the most promising featured juveniles on the screen, has been signed to play the leading role. Murray was recently featured in "The Shakedown," a Universal drama of the oil fields, directed by William Wyler, with Barbara Kent co-featured.

In Atlanta Theaters Next Week

KEITH'S GEORGIA—"Manhattan Cocktail," featuring Richard Arlen, Nancy Carroll and Paul Lukas (Paramount).

LOEW'S CAPITOL—"West of Zanzibar," starring Lon Chaney, with Mary Nolan, Lionel Barrymore and Warner Baxter (M-G-M).

HOWARD—"Mother Knows Best," featuring Madge Bellamy, Barry Norton and Louise Dresser (Fox).

LOEW'S GRAND—Monday, Tuesday, Wednesday, "Four Walls," with John Gilbert and Joan Crawford (M-G-M); Thursday, Friday, Saturday, "The Fleet's In," with Clara Bow and James Hall (Paramount).

METROPOLITAN—"Submarine," with Jack Holt, Dorothy Revier, and Ralph Graves (Columbia-Liberty).

RIALTO—"Beware of Bachelors," with Audrey Ferris and William Collier, Jr., (Warner Bros.).

CAMEO—Monday, Tuesday, "Docks of New York" (Paramount); Wednesday, Thursday, "The Gorilla" (First National); Friday, Saturday, "The Hawk's Nest" (First National).

NEW ALAMO—Monday, "Syncopating Sue" (First National); Tuesday, "Across to Singapore" (M-G-M), Wednesday, "Laugh, Clown, Laugh" (M-G-M); Thursday, "Argentine Love" (Paramount); Friday, "The Gaucho" (United Artists); Saturday, "One Hour of Love" (Tiffany-Stahl first run).

Leo, the living trade-mark of Metro-Goldwyn-Mayer pictures, did his clever tricks in person at the Strand and Ben Ali theaters at Lexington, Ky., last week. The animal is making a tour of the world.

The Paramount Theater at Columbis, Ky., has closed.

The Orion Theater at Kuttawa, Ky., has been closed and dismantled.

New Colored Films Are Shown After Twelve Years of Experimentation

New York.—Newspapermen saw new colored motion pictures produced by the Photocolor process Tuesday afternoon at the Photocolor studio, at Irvington-on-Hudson. Members of the cast of "Hold Everything" also attended the preview.

The Photocolor Corporation has been conducting a series of experiments in color photography during the past twelve years, it was said, of which the films seen Tuesday were the result.

The films are processed so that they can take a photograph on either or both sides of the film, which is made possible by specially designed machinery.

Photocolor was developed by J. W. Berwick, who invented the special machinery which is used in the process, and A. G. Waddington, British chemist, who evolved chemical processes with which the films are treated. The colors in the films seen Tuesday were clear and distinct.

Shooting Is Started On the Final Sequence of Columbia's "Restless Youth"

New York.—Shooting has started on the final sequences of Columbia's "Restless Youth," a dramatic portrayal of the Jazz Age and its manifestations. One of Los Angeles most famous courthouses is being used as the background for a trial scene which through an unusual twist in plot supplies the climax of the production.

Robert Ellis, Gordon Elliott and Mary Mabery, especially signed for this sequence, complete the cast of "Restless Youth," which Christy Cabanne is directing, with Ralph Forbes and Marceline Day in the featured roles.

Paramount Is Now Selecting Story For Its Next Richard Dix Picture

New York.—Richard Dix has arrived in New York to commence work on his new dialogue film to be produced at Paramount's Astoria studio. Dix has been in conference with John G. Bachman, his production supervisor, and Director Victor Schertzinger, concerning selection of the story for his new film. Announcement of the title is expected within a few days.

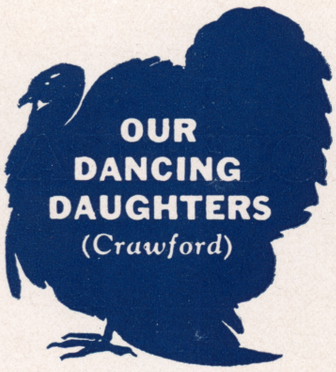
Charles Klein Starts "White Fury," His Second Picture For Fox

New York.—Director Charles Klein has started production of "White Fury," his second picture for Fox Films, which deals with the reversion to primitive passions of a group of civilized persons stranded in the frozen northland. The leading roles are played by Nancy Carroll, Lawrence Gray, Josephine Dunn, Andrews Randolf and Myrtle Steadman.

Mack and Purdy On Vitaphone

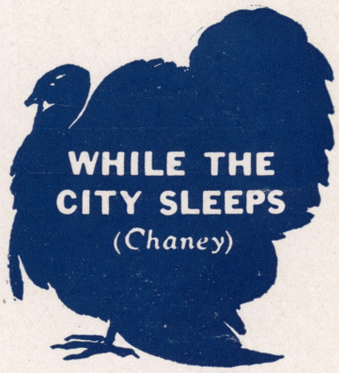
New York.—Wilbur Mack and Gertrude Purdy, leading exponents of sophisticated comedy on the variety stage, will be seen and heard in a Vitaphone comedy, "An Everyday Occurrence," according to an announcement by Jack L. Warner, vice-president in charge of production.

M-G-M TALKS TURKEY!



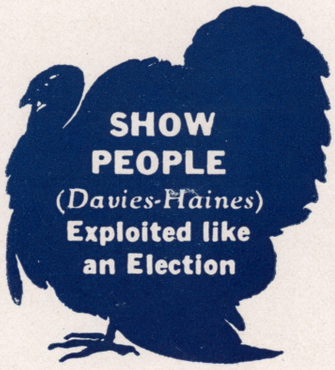
Oh Baby, how the records fall! Three weeks Washington, D. C. Three weeks Detroit. Two weeks Cincinnati. Two weeks San Francisco. Extended runs! Repeat engagements! What a clean-up!

Silent print plays Orpheum, Boston, to S. R. O. business after Sound engagement at State! Sound or Silent it's sure-fire at the box-office! Big business everywhere.

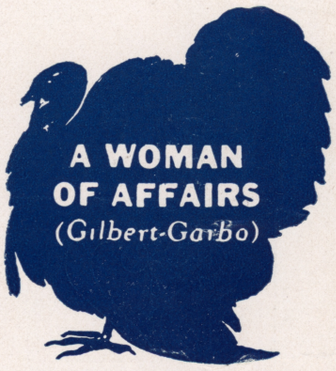


Lon Chaney thriller continues to hang up records Buffalo, Minneapolis, Boston, Syracuse, etc. Rated in trade press consensus as best Chaney draw of past few years.

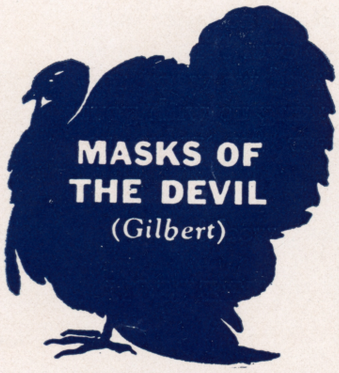
Broadway $2 Road-Show hit sensational in nation-wide release. Playing third week Baltimore. Extended runs Los Angeles, San Francisco, Chicago, etc. Get ready for S. R. O.!



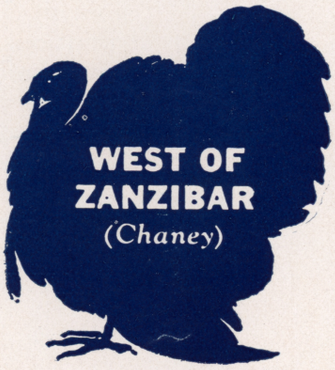
The new M-G-M wonder hit. Second Capitol, N. Y., week close to record first. Hennepin, Minneapolis, second biggest week in history. Chicago, Toronto, Los Angeles, San Francisco outstanding business.



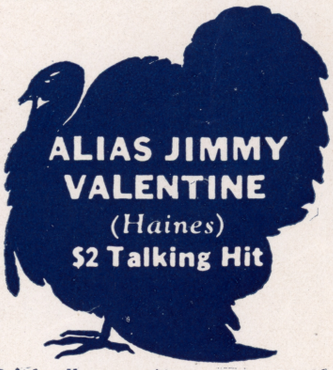
Los Angeles preview covered by M. P. News: "Excellent box-office. Situations of excellent subtlety fully equal to Clarence Brown's cleverest touches in 'Flesh and the Devil'! Great bet for girls and women especially." Watch!



Variety's first reports: "Warfield, Frisco up. House ran ten grand ahead of Granada. Flappers out in force." "State, Los Angeles, downtown leader. Gilbert a natural." Another M-G-M wow!



Get ready for another "Road to Mandalay." Unique, colorful, amazing! Watch for M-G-M's newspaper—"Talking Serial Tie-up." Ask the M-G-M Manager.



Solid sell-out at $2 at Astor, N. Y. Critics unanimous: "Don't miss it!" "Rousing entertainment." "Will be at Astor for months." Just a few press comments. Great any way you look at it—silent or talking!

And watch for these: NORMA SHEARER in "A LADY OF CHANCE;" RAMON NOVARRO in "THE FLYING FLEET;" MONTA BELL'S thriller "THE BELLAMY TRIAL;" JOAN CRAWFORD in FRED NIBLO'S "DREAM OF LOVE;" and you don't know the half of what's coming from the Boys Who Never Stop Delivering!

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A Magazine of Critical Comment
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Larry Kent, Eve Southern, Barbara Bedford
Flora Finch, Montagu Love and Edmund Breese

A First National Picture

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